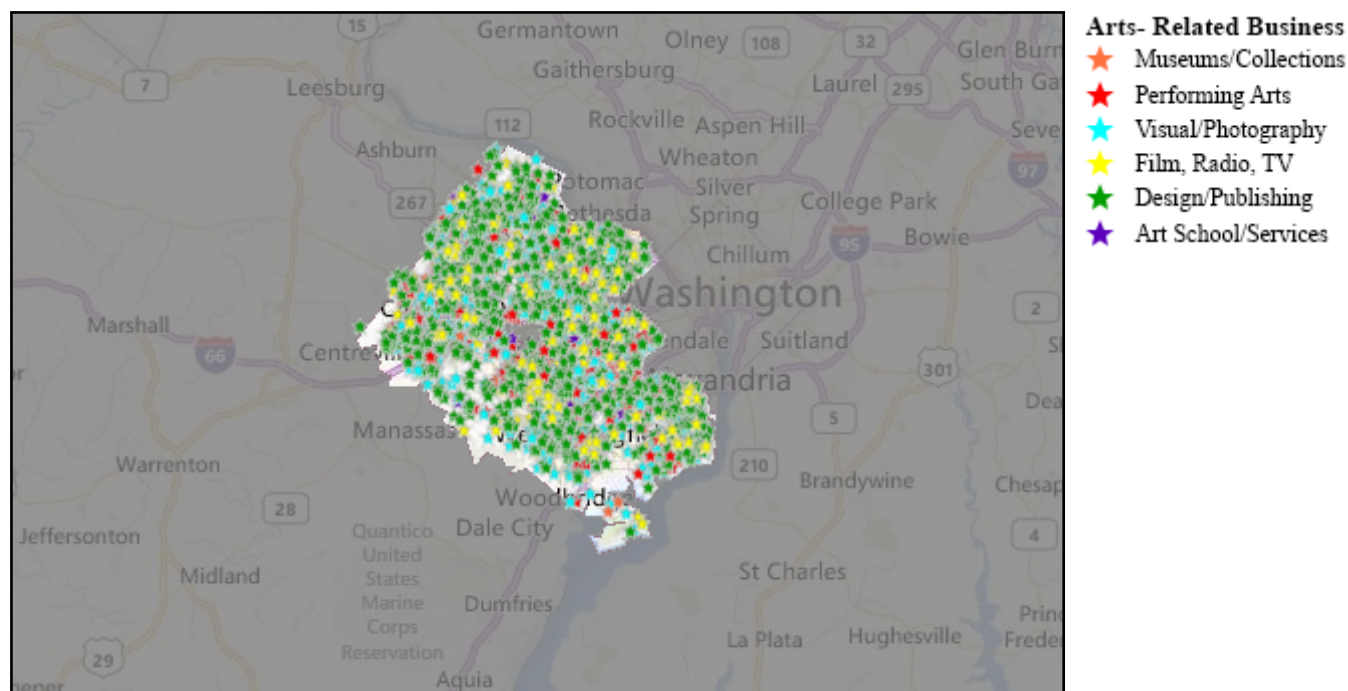


The Creative Industries in Fairfax County, VA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Fairfax County, VA**. The Creative Industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

3,138 Arts-Related Businesses Employ 11,020 People



Fairfax County, VA is home to 3,138 arts-related businesses that employ 11,020 people. The Creative Industries account for 4.4 percent of the total number of businesses located in Fairfax County, VA and 1.5 percent of the people they employ. The map above plots the Creative Industries in Fairfax County, VA, with each star representing a unique arts - related business.

Nationally, there are 750,453 businesses involved in the creation or distribution of the arts that employ 3.1 million people (January 2014). This represents 4.2 percent of all U.S. businesses and 2.1 percent of all U.S. employees. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. Between 2012 and 2014, Dun & Bradstreet conducted a large-scale, post-recession database cleaning. Despite a reduction in the overall numbers of all U.S. businesses (arts and otherwise), the arts share of businesses and employment remained stable as a percentage of the national totals - demonstrating that the Creative Industries are as resilient and durable as other sectors of the economy.



The Creative Industries Represent 4.4 Percent of All Businesses and 1.5 Percent of All Employees in Fairfax County, VA

2014

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	98	393
Agents	2	6
Arts Councils	4	19
Arts Schools and Instruction	92	368
Design and Publishing	1,146	4,161
Advertising	152	1,409
Architecture	201	880
Design	782	1,712
Publishing	11	160
Film, Radio and TV	461	2,201
Radio	32	68
Television	56	696
Motion Pictures	373	1,437
Museums and Collections	57	752
Zoos and Botanical	5	16
Historical Society	6	537
Museums	46	199
Performing Arts	439	1,349
Music	217	615
Theater	3	12
Services & Facilities	77	301
Dance	2	26
Performers (nec)	140	395
Visual Arts/Photography	937	2,164
Crafts	45	108
Photography	703	1,314
Visual Arts	84	123
Services	105	619
GRAND TOTAL	3,138	11,020

Research Notes:

The Creative Industries data are based solely on active U.S. businesses that have registered with Dun & Bradstreet (D&B). Because not all businesses register, our analyses indicate an under-representation of nonprofit arts organizations and individual artists in the data. The data in this report, therefore, should be considered conservative.

Like many major data providers, including the federal government, D&B periodically reviews its database for accuracy by removing inactive businesses and adding new active ones. After a large-scale, post-recession database cleaning, D&B reduced the total number of active U.S. business records in its database to approximately 18.0 million in January 2014, down from 21.3 million in January 2012 (-15.8 percent). As such, year-to-year changes through 2014 may not represent a trend increase or decline, but rather stem from a more accurate tally of the active business population. These 2014 data are the most current and accurate data available and represent a new baseline for the Creative Industries data.